

SEO Fix Guide

https://drgargis.com/blog/is-carbon-facial-effective/
Audit #791 · 2026-06-17 10:30 · Overall 81/100

Total issues: 22 · High: 4 · Medium: 15 · Low: 3

High (4)

High

Page speed

Priority 78/100

Easy (~15m)

Cumulative Layout Shift

Poor: 0.492.

Generic best practice

Cumulative Layout Shift should be under 0.1. Set explicit width/height on images, reserve space for embeds and ads, and avoid late-loading fonts that re-flow text.

Code fix

Before:

After:

High

Page speed

Priority 74/100

Medium (~45m)

PageSpeed performance score

Score 27/100 — poor.

Generic best practice

Open Lighthouse in Chrome DevTools or PageSpeed Insights — the report lists specific opportunities ranked by impact.

High

Images

Priority 73/100

Easy (~15m)

Images have dimensions

Only 5/9 images have explicit dimensions.

Location

Line 519 · div.elementor-column > div.elementor-widget-wrap > div.elementor-element > div.elementor-widget-container > a > img.attachment-full

518
> 519

Generic best practice

Set explicit width/height on every to prevent Cumulative Layout Shift. Browser reserves the box before the image loads.

Code fix

Before:

After:

High Images Priority 64/100 Easy (~15m)

Images have alt text

2 of 9 images missing alt attribute.

Location

Line 853 · #post-5770 > div.single-entry-body:nth-of-type(3) > div.be1fo3re:nth-of-type(5) > div.be1fo3re1 > img

```
852 <div class="be1fo3re">
> 853 <div class="be1fo3re1"></div>
854 <div class="be1fo3re1"></div>
```

Generic best practice

Every `<img>` needs an alt attribute. Alt text helps screen readers, image search ranking, and shows when the image fails to load. Use `alt=""` only for purely decorative images.

Code fix

Before:

```

```

After:

```

```

Medium (15)

Medium Page speed Priority 73/100 Medium (~45m)

Largest Contentful Paint

Needs improvement: 3.9s.

Generic best practice

Largest Contentful Paint should load within 2.5s. Optimise the largest above-the-fold element: compress hero images, preload critical assets, and eliminate render-blocking resources.

Code fix

Before:

```

```

After:

```
<link rel="preload" as="image" href="hero.webp">

```

Medium Page speed Priority 64/100 Medium (~45m)

First Contentful Paint

Needs improvement: 3.49s.

Generic best practice

First Contentful Paint should be under 1.8s. Inline critical CSS, defer non-critical CSS/JS, and use a CDN.

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Expertise

Moderate:

Generic best practice

Show expertise: author bio with credentials, citations to reputable sources, in-depth coverage of the topic, technical accuracy.

Medium Content Priority 62/100 Medium (~45m)

E-E-A-T: Trustworthiness

Moderate:

Generic best practice

Add trust signals: clear contact info, privacy policy, terms of service, customer reviews, security badges, real photos of team/location.

Medium Page speed Priority 59/100 Easy (~15m)

Compression enabled

No gzip/brotli content-encoding header.

Generic best practice

Enable gzip or Brotli compression on your server. Typically cuts text payload by 70-80% — easy LCP win.

Medium Content Priority 58/100 Hard (~120m)

E-E-A-T: Experience

Moderate:

Generic best practice

Demonstrate first-hand experience: original photos, personal anecdotes, before/after results, screenshots from the actual product/service.

Medium Content Priority 58/100 Hard (~120m)

E-E-A-T: Authoritativeness

Moderate:

Generic best practice

Build authoritativeness: links from respected sites in your niche, mentions in industry publications, About page detailing your expertise.

Medium Headings Priority 54/100 Easy (~15m)

Single H1 tag

Found 2 H1 tags — best practice is exactly one.

Location

```
Line 676 · #header-wrapper > section.main-title-section-wrapper > div.main-title-section-container > div.container  
> div.main-title-section:nth-of-type(2) > h1
```

```
675         <div class="container">  
> 676             <div class="breadcrumb"><a href="https://dr gargis.com/">Home</a><span class="breadcrumb-  
default-delimiter"></span><a href="https://dr gargis.com/blog/category/carbon-facial/">Carbon Facial</a><span  
class="breadcrumb-default-delim...  
677             </div>
```

Generic best practice

Use exactly one `<h1>` per page. Multiple H1s confuse search engines about the main topic. Demote secondary H1s to H2.

Code fix

Before:

```
<h1>Main Title</h1>  
<h1>Secondary Title</h1>
```

After:

```
<h1>Main Title</h1>  
<h2>Secondary Title</h2>
```

Medium Links Priority 53/100 Easy (~15m)

External links safe

1 external _blank links missing rel=noopener.

Generic best practice

Add rel="noopener noreferrer" to target="_blank" links. Without noopener, the linked page can manipulate your window object — security + perf risk.

Code fix

Before:

```
<a href="https://other.com" target="_blank">External</a>
```

After:

```
<a href="https://other.com" target="_blank" rel="noopener noreferrer">External</a>
```

Medium Content Priority 53/100 Medium (~45m)

Readable prose

Flesch reading ease 18.6 — very difficult.

Generic best practice

Simplify your prose. Shorter sentences (15-20 words), smaller words (1-2 syllables), more paragraph breaks. Target 8th-grade reading level for a general audience.

Medium Geo Priority 48/100 Medium (~45m)

Content provides clear answers

Moderate (5/10).

Generic best practice

Lead each section with a direct, citable answer to the question users would ask. AI engines (ChatGPT, Perplexity) cite the clearest, most specific sentences.

Medium Geo Priority 48/100 Medium (~45m)

High factual density

Moderate (5/10).

Generic best practice

Add concrete facts — numbers, dates, percentages, named sources. Vague prose doesn't get cited; specific data does.

Medium Geo Priority 48/100 Medium (~45m)

Structured for AI extraction

Moderate (5/10).

Generic best practice

Add bulleted lists, sub-headings, definitions, and TL;DR sections. AI engines prefer clearly structured content for extraction.

Medium Geo Priority 48/100 Medium (~45m)

Cites authoritative sources

Moderate (5/10).

Generic best practice

Cite authoritative external sources (links, references). Pages that cite reputable sources are themselves cited more often.

Medium Headings Priority 45/100 Easy (~15m)

Heading hierarchy

Heading levels skipped 2 times.

Generic best practice

Headings should descend logically: H1 → H2 → H3, no jumps. Skipping levels (H1 → H3) breaks accessibility tools and confuses crawlers.

Code fix

Before:

```
<h1>Page Title</h1>
<h3>Section</h3> <!-- skipped H2 -->
```

After:

```
<h1>Page Title</h1>
<h2>Section</h2>
<h3>Subsection</h3>
```

Low (3)

Low Technical Priority 52/100 Medium (~45m)

Response time acceptable

Fetches in 1005 ms — acceptable but slow.

Generic best practice

Server is slow. Investigate: enable a CDN, add page caching, optimise database queries, upgrade hosting. TTFB > 800ms hurts every Core Web Vital.

Low Images Priority 49/100 Medium (~45m)

Modern image formats

8/9 images use modern formats.

Generic best practice

Convert images to WebP or AVIF — typically 25-50% smaller than JPEG/PNG with no visible quality loss. Use <picture> for fallback.

Code fix

Before:

```

```

After:

```
<picture>
  <source type="image/avif" srcset="photo.avif">
  <source type="image/webp" srcset="photo.webp">
  
</picture>
```

Low Images Priority 44/100 Easy (~15m)

Below-fold images lazy

Only 2 of 9 images use loading="lazy".

Generic best practice

Add loading="lazy" to images below the fold. Saves bandwidth, speeds up initial page load.

Code fix

Before:

```

```

After:

```

```